

Five-Star ★
Summer
HOSTING ESSENTIALS

PALM
SPRINGS

HOSTED BY

visit  greater
palm springs

RENT
RESPONSIBLY



AGENDA

WELCOME	Visit Greater Palm Springs
SEASONAL READINESS & GUEST EXPERIENCE	Visit Greater Palm Springs
PREVENTATIVE PRACTICES FOR PEACE OF MIND	Rent Responsibly
LOCAL REGULATIONS	VRON-La Quinta
TRAVELER TRENDS	Vrbo
Q&A	Visit Greater Palm Springs

Today's Speakers



Davis Meyer

Senior Director of
Community Engagement



David Krauss

Co-Founder
& CEO



Kenny Cassady

Board Member



Tricia Boudreaux

Partner Success, Vacation
Rentals Enterprise Division



Seasonal Readiness & Guest Experience

VISIT GREATER PALM SPRINGS

*Five-Star
Summer*
HOSTING ESSENTIALS



SUMMER TIPS FOR YOUR GUESTS



WHAT TO BRING

Remind guests to bring sunscreen, hats, and bug spray



REFRIGERATORS

Bring food and drinks cold or buy them at a local grocery store.



STAYING COOL INDOORS

Keep doors and windows closed and A/C set no lower than 78. Close curtains and blinds too.



BE CAR SMART

DO NOT leave kids, pets, valuables, or temperature-sensitive items in your car.



WHAT TO BRING

Don't forget sunscreen, hats, sunglasses, and bug spray.

Depending on the amount of rain and humidity at the time of your visit, the desert can get mosquitos, flies, and other bugs in the summertime.





REFRIGERATORS

If you fill an empty refrigerator with room temperature food and drinks, it can take up to 6-8 hours to cool everything down.

Opening the door frequently to check the temp can make it take even longer.

Bring your food and drinks cold in a cooler or buy them cold at a local grocery store to give the fridge a break and start enjoying your refreshments poolside faster.



STAYING COOL INDOORS

When the temps top triple digits in the summer, it's important to know how to use the A/C properly.

DO NOT set the A/C lower than 78 degrees. Setting it lower will not make the house cooler and may end up freezing over the condenser, which will leave you without A/C for at least 24 hours.

Here's how to get the most out of your A/C to keep the house chill in the summer:

- Keep doors and windows closed
- Keep blinds and curtains closed
- Utilize ceiling fans and room fans for air circulation
- Avoid baking or cooking inside during the hottest parts of the day



BE CAR SMART

The temperature inside your car will skyrocket in the summer.

NEVER leave pets or children in a parked car.

Do not leave any temperature sensitive items in your car like chapstick, lotion, hand sanitizer, electronic devices, or other valuables. Use a reflective window shade when parking your car outside.

Carpool with your guests and limit the number of vehicles so they can be parked in the garage or driveway.





IT'S TOO
Hot
FOR A WALK!



AT 125°F, SKIN DAMAGE CAN OCCUR IN SECONDS.

DON'T LEAVE YOUR PETS IN THE CAR.

AVOID WALKS DURING THE
HOTTEST TIMES OF THE DAY.

ENJOY MORNING OR EVENING WALKS INSTEAD.

HOT DOGS ARE NOT COOL



NEVER LEAVE PETS IN A PARKED CAR

Even with the engine running and the A/C on, never leave dogs alone in a parked car in the summer.



KEEP PAWS COOL

Test the concrete or asphalt with the back of your hand before walking your dog. If it's too hot for your hand, it's too hot for their paws. Bring booties and limit walks to the morning and evenings.



SUMMER TIPS FOR YOU



BE READY FOR LAST-MINUTE BOOKINGS



SMART PRICING STRATEGY AND SPECIAL OFFERS



POST YOUR LISTINGS AND OFFERS ON
VISITGREATERPS.COM



BE READY FOR LAST-MINUTE BOOKINGS

Guests frequently book more last minute in the summer, especially over the weekends. Being prepared for last minute bookings can help you maximize your summer revenues.



KEEP YOUR HOME CLEAN AND READY

Even if you don't have a new reservation coming up for a few weeks, have your property cleaned and ready for the next guest as soon as possible after the last guest departure.

Ensure regular pool cleaning and gardening service.

Maintain regular pest control throughout the summer.



BE READY FOR LAST-MINUTE BOOKINGS

Have a backup property manager or trusted local contact available if you're out of town and unavailable to prepare the house for guests.

Keep A/C at 85 or 90 so the home cools back down to a comfortable temperature within a few hours if you do get a last-minute booking.

Block your calendar if you are doing maintenance or if there's some other reason the home would not be available last minute so that you don't get bad reviews or penalized by your booking platform.



Consider last-minute booking incentives: a % off discount, free late checkout, etc.



5 Palms Estate

Palm Springs, CA, 92262

(760) 558-7100

QUICK VIEW



Panorama Getaway North Tuscany Palm Springs

Palm Springs, CA, 92262

310-309-07181

QUICK VIEW



Mid-Century Boho Bungalow at Ocotillo Lodge

Palm Springs, CA, 92264

(818) 795-3650

QUICK VIEW



5 Bed Palm Springs Estate | Sleeps 10 Pool & Games

Palm Springs, CA, 92264

(858) 771-6911

QUICK VIEW

Post Your Listing and Offers on VisitGreaterPalmSprings.com



Links to your preferred booking site or method



Include images, description, and amenities



Post special offers to
our getaways page

SUMMER GETAWAY CAMPAIGN



- Television
- Connected TV
- Digital
- Social
- Outdoor Billboard
- PR/Communications

SUMMER CAMPAIGN LANDING PAGE



EIGHT REASONS TO VISIT GREATER PALM SPRINGS THIS SUMMER



YOUR GUIDE TO FAMILY FUN IN GREATER PALM SPRINGS



YOUR GUIDE TO PACKING FOR A VACATION TO GREATER PALM SPRINGS

1/3

PLACES TO STAY

If you're looking for places to stay in Greater Palm Springs, you'll find an array of unique and unforgettable accommodations. Tap into the destination's history as a place of healing, and treat yourself to the ultimate relaxing getaway, by staying at a hot mineral water spa hotel.

[VIEW MORE >](#)



VACATION RENTALS

Greater Palm Springs feels like your home away from home with an ultra-luxe vacation home rental. These rentals offer not only privacy, comfort and value but a unique take on life in the oasis, as well.

[VIEW MORE >](#)

SUMMER IN GREATER PALM SPRINGS

Summer is here and it's the perfect time to indulge in some much-needed wellness in Greater Palm Springs. Whether you're looking to bask in the sun, take a dip in the pool, or just relax and unwind, this SoCal oasis has you covered.

With plenty of activities to choose from, there's no shortage of ways to play, sip, swim, and chill all season long. If you're in need of some serious R&R, you can book a day spa session and indulge in some pampering treatments that will leave you feeling rejuvenated and refreshed. So pack your bags, grab your friends, and get ready for an unforgettable summer adventure in Greater Palm Springs!

GETAWAY OFFERS



3 FOR 2: STAY 2 NIGHTS AND GET 3RD NIGHT FREE

📍 Margaritaville Resort Palm Springs
With so much to do at Margaritaville Resort Palm Springs from our two pools, spa...

[READ MORE >](#)



20% OFF - STAY LONGER, SAVE MORE

📍 Marriott's Shadow Ridge I - The Villages
There are More Vacations to Love with The Marriott Vacation Clubs! Save up to 20% at...

[READ MORE >](#)



LINGER LONGER AND SAVE

📍 Miramonte Indian Wells Resort & Spa
Enjoy a bike ride through one of our prestigious Indian Wells neighborhoods, attend...

[READ MORE >](#)



5TH NIGHT FREE

📍 ACME House Company Vacation Rentals
Enjoy spring and summer in Palm Springs for one night more on us! Use code 5THFREE...

[READ MORE >](#)

[DISCOVER GREATER PALM SPRINGS GETAWAY OFFERS >](#)

VRBO SUMMER CAMPAIGN

Vrbo List Property

Greater Palm Springs Start Planning



REVEAL YOUR POOLSIDE PERSONALITY

IN GREATER PALM SPRINGS

WHAT DOES YOUR POOL FLOATIE SAY ABOUT YOU?

CHOOSE A FLOATIE TO GUIDE YOUR GETAWAY.

- LEMON
- AVOCADO
- CACTUS
- FLAMINGO
- UNICORN
- ICE CREAM

YOU CHOOSE

FLAMINGO FLOCK TO CULTURE



YOUR RESULTS

CULTURE + CONNOISSEUR

While the pool is great, it's culture we crave so whether we're spreading our wings in the local art scene, expanding our horizons by uncovering history, or getting our beaks wet with the best of modern dining, we're always thirsty for new ideas and perspectives.

CULTURE CONNOISSEUR CIRCUIT

- 1 Try a Palm Springs staple: a homemade pop tart at *Wilma & Frieda*.
- 2 Spark your creativity at the *Palm Springs Art Museum*.
- 3 Discover midcentury modern architecture with a *Mad Squad* design tour.
- 4 Visit the SoCal landmark *Cabo's Pueblo Museum*.
- 5 Stroll through the *El Paseo Art Walk*.
- 6 Download the *art4GES* app to easily discover Greater Palm Springs arts & culture.



Visit Greater Palm Springs *find your oasis*

Check in and chill out in Greater Palm Springs, where adventure and relaxation await. From exploring the local art scene to yoga amongst the palms, soaking up the sunshine poolside or plate hopping on a foodie adventure, we've got everything you need.

When visiting as a vacation rental guest, please remain respectful of neighbors and leave the property in the same great condition you received it. Thank you for helping us preserve the beauty of this area for future visitors.

PLAN YOUR TRIP

Stays

1 room, 2 travelers

Greater Palm Springs

Check-in Jun 21

Check-out Jun 28

Add a flight Add a car

Search

Vrbo

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TELEVISION SEGMENTS: KTLA & CALIFORNIA LIVE

NEW

- Television segments with host & influencer **Dawn McCoy** ran on KTLA in Los Angeles and NBC stations in LA, the Bay Area, and San Diego.
- **LA Unscripted** segment on KTLA with aired leading up to Mother's Day weekend, promoting **summer travel** to Greater Palm Springs.
- **California Live segment** on NBC stations aired **June 19** and will re-air on **July 7**, promoting vacation rental stays throughout the destination.
- Upcoming segment will air in August promoting **late summer travel**.

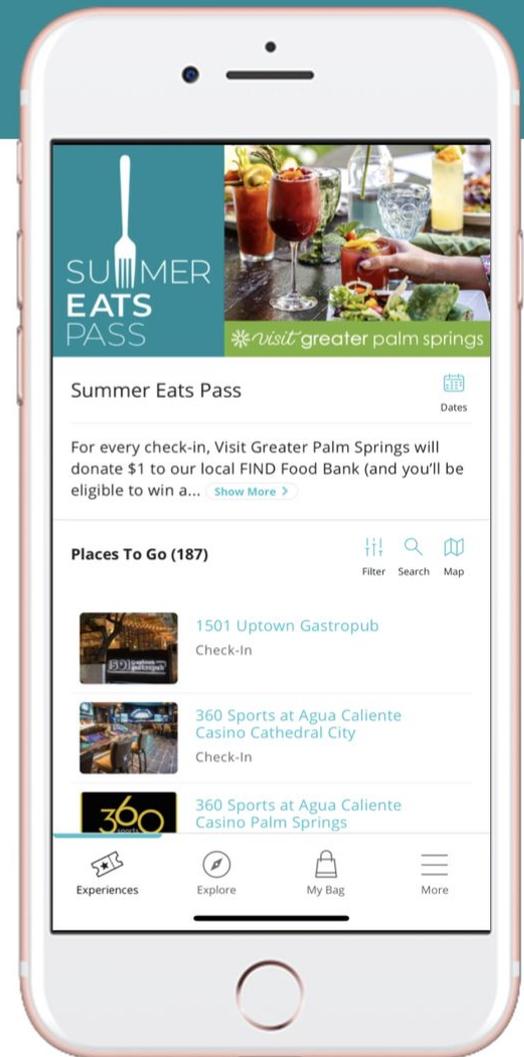


SUMMER SOCIAL CAMPAIGN



SUMMER EATS PASS

- Launched for its third season, **June 12- September 4**.
- Users check in at local restaurants to enter a weekly drawing for a \$50 gift card. For each check-in, VGPS will also **donate \$1 to FIND Food Bank**.
- Promoted in LA, San Diego, and the Coachella Valley with a **full media plan**, including digital display, email blasts, content articles, social media and out of home.





Preventative Practices for Peace of Mind

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Top 3 Hosting Headaches



#3. TRASH

Improperly
managed trash
makes your
property look bad
and attracts pests

WHAT YOU CAN DO

- ✓ Supply enough cans to manage trash for the max occupancy of the property
- ✓ Consider a trash management service
- ✓ Ensure guests know about trash pickup timing and procedures



Top 3 Hosting Headaches



#2. PARKING

The average group of renters is 3+ guests, which can bring excess cars to drive-to markets like Greater Palm Springs

WHAT YOU CAN DO

- ✓ Ensure home can handle cars for max occupancy
- ✓ Use exterior security cameras to monitor parking
- ✓ Know where guests can find additional parking
- ✓ Ensure guests know about parking limitations



Top 3 Hosting Headaches



#1. NOISE

**Noise accounts
for 75% of
complaints from
neighbors**

WHAT YOU CAN DO

- ✓ Use noise monitoring tech
- ✓ Have a local responsible agent
- ✓ Ensure your guests know about quiet hours and noise citations

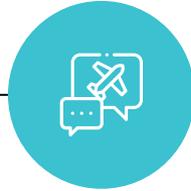


Positive Communication for Happy Guests



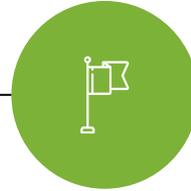
Pre-Booking

Ensure parking availability and quiet hours are specified in your listing



Post-Booking

Include policies for noise, parking, and trash in your rental agreement



Pre-Stay

Kindly remind guests about parking and noise in your pre-stay messaging



On Site

Provide helpful information in your on-site signage and in your guest book

Local Regulation Need-to-Knows

VRON-PALM SPRINGS

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Palm Springs Regulations for Short Term Rentals

Your local short term rental advocacy organization...

**Vacation Rental Owners & Neighbors
of Palm Springs: vronsps.org**

***...a membership coalition of individual homeowners and
management agencies, since 2017***



City of Palm Springs STR Certificate Program

- Rentals of less than 28 nights must have a permit
- Annual fee \$1,072/full and \$642/junior permit
- Must have local contact to respond within 30 minutes
- List of safety requirements to pass inspection
- Very strict rules for noise (zero amplified sound allowed), max occupancy, parking, trash, checking guests in with I.D., etc.
- Code enforcement specifically for STRs
- Fines and permit suspensions for violations



2022 Ordinance Change Summary

- New permit applications after 10/18/22
 - Not issued where density is above 20% (9 of 66 neighborhoods are currently above 20%)
 - Limited to 26 anytime STR contracts/reservations
- Legacy permits not affected by density limits and still have 32+4 contracts/year through 12/31/2025
- Junior permit anywhere with 6 anytime contracts
- LLCs, Trusts limited to 4 named individuals

Note: Ordinance applies to short term rentals only, less than 28 nights



What's in Our Ordinance Future?

- New City Council members (2 changed, 2 more might)
- How will 20% density cap impact neighborhoods and real estate desirability/values/sales?
 - Need 6-12 months data to make a case to change this policy
- Restoring 36 reservation limit? – Unlikely
- Incorporating past administrative changes into the written ordinance (not done in 2022 changes)



Frequently Asked Questions

- What if I advertise for STR without displaying a valid permit number on the ad? – \$5,000 fine and permanent ban
- Does the permit transfer when property sold? – No
- Do month-long reservations count against the 26 limit? – No
 - Stays of 28 nights or more are not regulated, no permit req.
- Do friends and family have to follow paid guest rules? – Yes
- Do I submit a TOT report if I had no TOT? – Yes
 - $TOT-11.5\% + TBID-1\% = 12.5\%$ total tax to guest
- What if my property gets 3 citations? – 2 year suspension
- "Homesharing" = different rules, owner must be present



Palm Springs Regulations for Short Term Rentals

Questions?

KCassady@MeredithLodging.com

Thanks and good luck!



Travel Trends

VRBO

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Traveler Insights

Q2 2023



Traveler confidence continues to grow

+25%

Quarter-over-quarter

travel searches globally

+10%

Year-over-year

travel searches globally

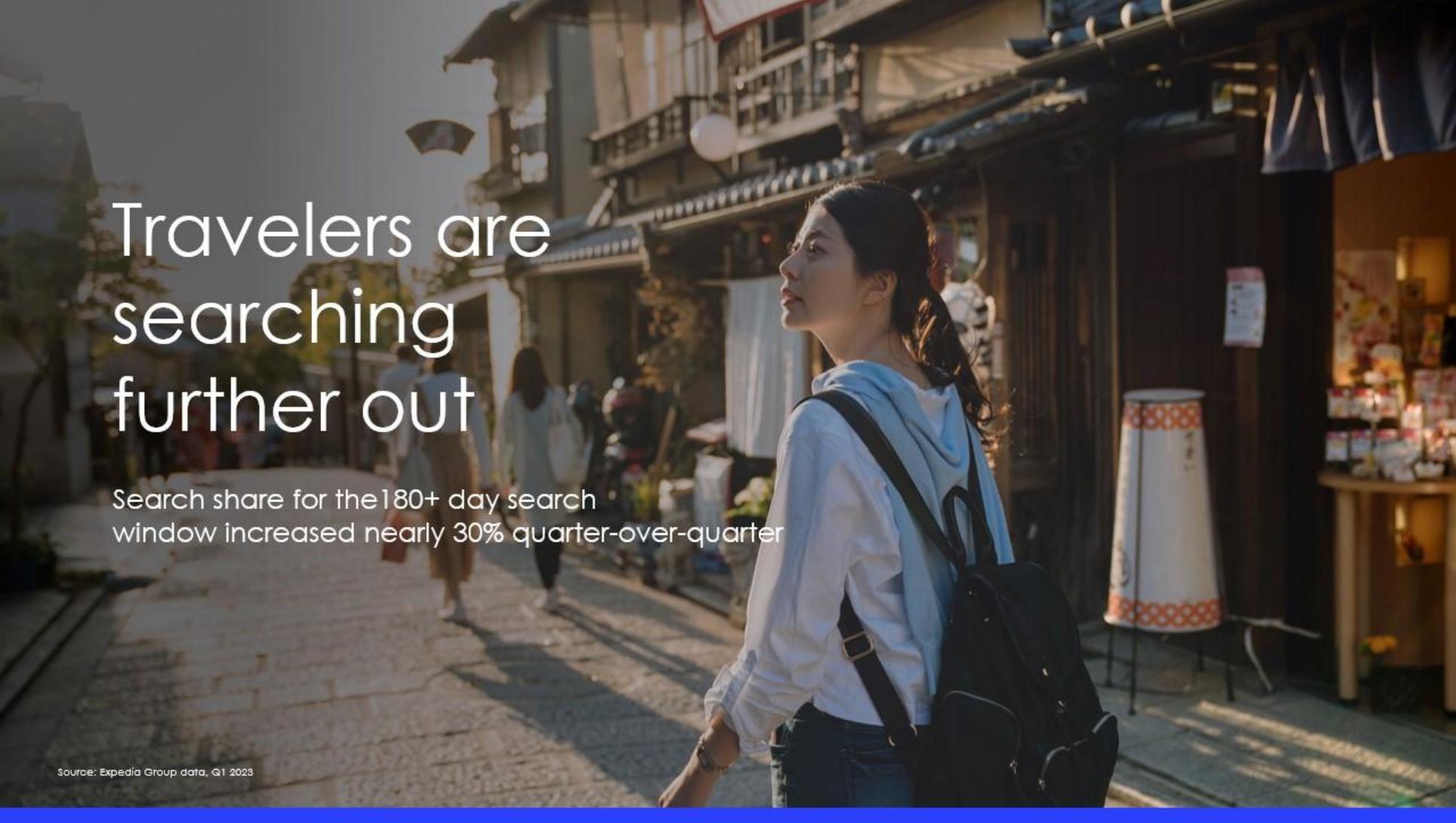
Source: Expedia Group data, Q1 2023

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A hiker is seen from behind, walking along a dirt path that winds through rolling green hills. The hiker is wearing a backpack and holding a wooden stick for support. The landscape is lush and vibrant, with tall grasses and dense vegetation. In the distance, a large, conical volcano rises against a blue sky with scattered white clouds. The overall scene conveys a sense of adventure and natural beauty.

+65% YoY growth
in travel searches
to APAC

A woman with a black backpack and a white hoodie is walking through a traditional Japanese street at sunset. The street is paved with cobblestones and lined with traditional wooden buildings. The warm, golden light of the setting sun creates long shadows and a peaceful atmosphere. Other people can be seen in the background, some walking and some standing near the buildings.

Travelers are searching further out

Search share for the 180+ day search
window increased nearly 30% quarter-over-quarter

Top booked destinations | Q1 2023

*New top 10 destination

For APAC travelers

- Tokyo
- Osaka
- Seoul
- London
- Singapore
- Bangkok
- Paris
- Taipei
- Honolulu*
- Sydney

For EMEA travelers

- London
- New York
- Paris
- Dubai
- Amsterdam
- Barcelona
- Rome
- Tokyo*
- Copenhagen
- Berlin*

For LATAM travelers

- Mexico City
- Cancun
- New York
- São Paulo
- Paris
- Madrid
- Rio de Janeiro
- Las Vegas
- Playa del Carmen
- Orlando

For NORAM travelers

- New York
- Las Vegas
- Orlando
- Cancun
- Los Angeles
- London
- Punta Cana*
- Chicago
- Paris*
- Honolulu

A person is walking on a beach at sunset, carrying a yellow and blue surfboard. The sun is low on the horizon, creating a warm, golden glow. In the background, there are palm trees and a building. The overall scene is peaceful and scenic.

Vacation rental travelers are exploring new waterfront destinations

82% of the new top Vrbo destinations are by the water

Top booked destinations for vacation rentals | Q1 2023

*New top 10 destination

For APAC travelers

- Surfers Paradise, Australia
- Dunsborough, Australia
- Queenstown, New Zealand
- Cowes, Australia
- London, England
- Paris, France
- Bright, Australia*
- Rye, Australia
- Port Douglas, Australia*
- Jindabyne, Australia*

For EMEA travelers

- Paris, France
- Albufeira, Portugal
- Kissimmee, Florida
- Playa Blanca, Spain
- Porto-Vecchio, France*
- London, England
- Nice, France
- Cuxhaven, Germany
- Rome, Italy*
- Gérardmer, France

For LATAM travelers

- Praia Grande, Brazil
- Cabo Frio, Brazil
- Ubatuba, Brazil
- Guarujá, Brazil
- Rio de Janeiro, Brazil
- Bertioga, Brazil
- Kissimmee, Florida
- São Sebastião, Brazil
- Arraial do Cabo, Brazil
- Maceió, Brazil*

For NORAM travelers

- Panama City Beach, Florida
- Gulf Shores, Alabama
- Kissimmee, Florida
- Orange Beach, Alabama*
- Destin, Florida*
- Hilton Head, South Carolina*
- Myrtle Beach, South Carolina*
- Sevierville, Tennessee
- Lahaina, Hawaii
- Miramar Beach, Florida*

A person with short dark hair, wearing a light blue denim jacket and yellow pants, is seen from behind, sitting in a black wheelchair. They are on a cobblestone street in a European-style town with multi-story buildings and street lamps. The scene is slightly blurred, suggesting a shallow depth of field.

72% of travelers are
planning to travel for
leisure more this year

Key Takeaways

01

Traveler confidence grows –
searches increase QoQ

02

Travelers planning further out –
mid-year searches increase YoY

03

City and beach destinations
remain popular

04

Travelers make up for lost time –
by planning more trips

A dimly lit living room with a woman standing by a large window on the left, looking out. A man is sitting on a dark sofa in the center, gesturing with his hands. In the foreground, there is a glass coffee table with a glass of orange juice, a book, and some papers. The room is dark, with light coming from the window. The text "Spotlight on Sustainability" is overlaid in the center in white.

Spotlight on Sustainability

Sustainability Matters

Q2 2023

Consumers say...

Spotlight on sustainability

90%

look for sustainable
travel options

50%

are willing to pay more
for sustainable travel
options



A person in a red kayak is paddling down a calm river. The water is dark and reflects the surrounding dense green trees and foliage. The scene is peaceful and scenic, with ripples in the water around the kayak.

**1 in 5 will make sustainability their
top investment priority next year**

What consumers want to see

- 1 Recommendations for **locally owned** businesses and restaurants
- 2 Transportation options with **lower environmental impact**
- 3 Information on how to best engage with **local cultures and communities**
- 4 **Environmentally-conscious lodging/accommodations**
- 5 Recommendations for destinations that support **indigenous cultures and heritages**



Hot off the press...

The Path to Purchase

Path to Purchase Highlights

- On average, **141** pages of travel content are consumed **45** days before booking.
- **303** minutes is the average amount of time people spend consuming travel content.
- **80%** of travelers visit an online travel agency before making a travel purchase.
- **79%** of loyalty members feel it's important to book with a brand they're a member of.



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Q&A

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THANK YOU FOR JOINING US!

Get all free resources from today's event at [greaterpalmssprings.com](https://www.greaterpalmssprings.com) and [rentresponsibly.org](https://www.rentresponsibly.org)



[VisitGreaterPalmSprings.com](https://www.VisitGreaterPalmSprings.com)



[RentResponsibly.org](https://www.RentResponsibly.org)



[vronps.org](https://www.vronps.org)



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